SYSTEM AND METHOD FOR GIVING APPRECIATED ASSETS

ABSTRACT OF THE DISCLOSURE

Giving appreciated assets is accomplished by analysis and processing for taxadvantaged asset transfer to charity. Easy access to sophisticated evaluation tools for

5 choosing gifts that maximize tax-efficient giving; fully automated transfer mechanism
for giving appreciated assets on a continuing basis (e.g., monthly or quarterly); speed of
transfer; "point, click and give" ease of transferring assets to charity; removal of wealth
barriers in the area of asset gifting; back-office support for the transfer of assets to
charities and donor advised organizations; and an ability to gift unrealized gains (while

10 keeping 100% of the basis) through currently existing hedge funds is provided.